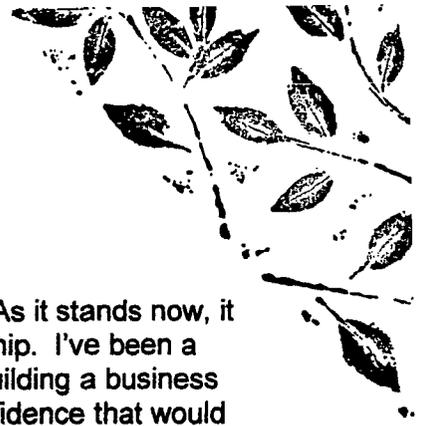


June 30, 2006

522418-70074



Dear Sir or Madam:

I am concerned about the proposed Business Opportunity Rule R511993. As it stands now, it would likely make it impossible to continue my Stampin' Up! demonstratorship. I've been a Stampin' Up! demonstrator for seven years ~ primarily for the purpose of building a business that I can continue into retirement age. I've developed friendships and confidence that would otherwise be impossible, and all the time enjoying the craft of rubber stamping and helping others show they care!

I understand the need for protection from "unfair and deceptive acts or practices", but some parts of this proposed rule will make it hardly worthwhile for me to continue selling Stampin' Up! products.

The seven-day waiting period to enroll new demonstrators would encourage suspicion on direct sellers, the record keeping would be prohibitive, and the delays would contribute to a sluggish business! The litigation reporting would be cumbersome and misleading - since it may have nothing to do with my independent demonstratorship, and finding the ten nearest demonstrators would be time consuming. And that still does not address the fact that I'm not comfortable giving other peoples information - even to someone I know, and I don't want them giving out my information, either! There is simply too much risk for identity theft and compromising the safety of others.

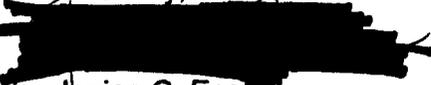
In direct sales, we simply do not give out our downline lists. That would be handing our entire business to someone, to do with it whatever they choose. It is important to each and every demonstrator to protect our information and have the opportunity to grow our business as we see fit.

I understand there are problems that need to be addressed, but this proposed rule would unfairly target legitimate direct-selling businesses. A Stampin' Up! Starter kit costs \$195, and has a 90% buy-back option for an entire year. That is a rather small investment to become a part of a business that allows me to set my own goals and develop my own schedule; I can care for ailing parents, volunteer at church and school, and maintain all my other responsibilities while preparing for retirement. There are many other purchases that require much higher investments and don't require these complicated procedures.

Please try to understand how our small independent direct selling businesses work: primarily, we are homemakers with families that work hard for the additional income, while taking care of our families. This complicated federal law would likely make it impossible for us to continue.

Thank you for considering my comments.

Sincerely,


Janice G. Eno
